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WEB DEVELOPMENT AND GRAPHIC DESIGN

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Web Development and Graphic Design is a full-service, rich media product offering that includes the design and construction of custom websites, multi-media publications, CD and DVD production, motion graphics.

Integration of other dynamic features is also offered. They include, Flash animation, RSS Feeds, online subscription, surveys, forms, polls, and forums. Designers and Web developers experienced in user interface design work closely with application developers and provide complete user interface components for client and web-based applications.

Organizational branding and identity services include logo design, brochures and other marketing materials.

Web content management is also offered to organizations that want complete turn-key website support and maintenance.

PRODUCT FEATURES AND DESCRIPTIONS

FEATURE	DESCRIPTION
Website Design & Construction	The Web Development and Design Group can create your website with either a new custom design or one that incorporates elements of your existing site and promotional materials. Designs include complete artwork with an approved color palette, new cascading style sheets that define font size and color, headings, titles, images and objects such as div tags, tables, menus etc. The website design process is accomplished through quick repetitive "design and approve" cycles that include … - Site Evaluation - User centric design - Quick design prototyping - Use of state-of-the-art tools - Dynamic elements using PHP, Flash, DHTML, XML, AJAX, JASON, and

	Javascript.
Intranet / Extranet Development	We can implement a custom Intranet or Extranet solution that relies on common credentials that provide reliable and secure, role-based access to websites, applications and documents. An Intranet or Extranet can be implemented with encryption technology to ensure data security. We incorporate SSL technology and provide multiple levels of access so that confidential data is kept safe.
Graphic Design	Web Development and Design provides graphic design services that include:

	Identity Development	CDROM Labels
	Logo Design	Brochure Design
	Newsletter Design	Flyer Design

Branding & Identity Development	We offer a mixture of skills and ideas that help organizations develop their unique brand as a visual representation of their culture and identity. The logo is a symbol of that brand and culture and identity. Once developed, we can help you follow through with stationery, signage, posters, brochures and website development.
Motion Graphics	Our team has expertise in creating engaging Flash animations and interactive digital presentations. We can also provide additional video effects and integrate video within presentations and on the web.
Video Production & Replication	An interactive CD-ROM or DVD-ROM is a cost effective way to promote your organization, program or website. Interactive CDs and DVDs can deliver compelling audio/visual information and can be used in a variety of ways including business card-sized CDs. We not only provide video editing and encoding, but we can add voice-overs, background music, sound effects, titles, animated graphics, menus, still images, 3D transitions and more. We can also help develop an interactive user interface, and produce a master copy and then replicate the number of copies needed. We can also provide design and printing for other materials such as CD or DVD disc sleeves or binders.
Content Management	Our team can provide complete turn-key support and assist organizations in managing the content for their website(s). We can work with subject matter experts in an organization and provide content composition and updates.

RATES AND BILLING

FEATURE	DESCRIPTION	BASE RATE
All Web Development and Design services	(As described above)	Negotiated on a project basis at $72 per hour.

ORDERING AND PROVISIONING

An organization may contact us directly or order our services online from the DTS website. Our team begins by conducting a requirements definition process. We then produce a formal Project Plan which includes an itemized breakdown of the desired features and functionality and development cost estimates. The Project Plan is then used by DTS and the customer to negotiate the final price and time table for the project.

At times we may also develop a Statement of Work and bill the customer on a time and materials basis.

DTS Responsibilities

DTS will assist customers in capturing their requirements in the form of a Project Plan or Statement of Work document. This is done at a cost to the customer. Once approved, DTS is accountable for the delivery of the features and functionality described within the agreed time and for the agreed cost.

Agency Responsibilities

Agencies will supply the agreed information and resources for participation in the project and may also participate in testing as agreed.

Service Levels and Metrics

Service levels for the function and performance are typically outlined in up to three places: 1) in the Project Plan for the proper design and function of the feature or website being developed, 2) where hosting and database services are required the service levels and metrics for the performance and availability of hosting and storage systems is described in the Product Definition for those products or 3) in specific Service Level Agreements (SLA)s negotiated by the agency.